

*Join The*



**USA**

**PAVILION**

@

**FoodAsia  
2006**

The 15th International  
Exhibition of Food and  
Drinks



**25-28 April 2006**  
**Singapore Expo**

FoodAsia2006 is part of



Asia's Largest International  
Food & Hospitality Event

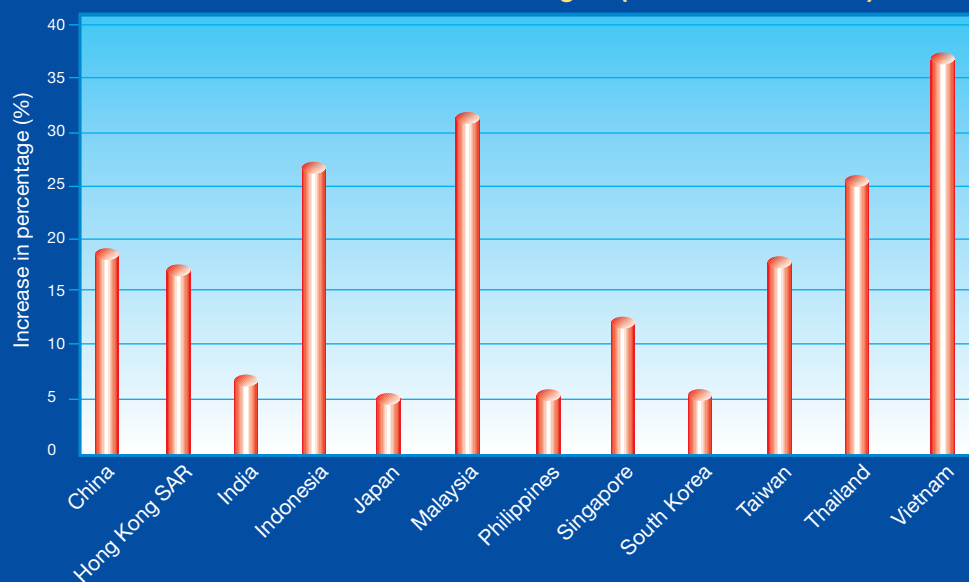
[www.food-asia.com](http://www.food-asia.com)

## Leverage on the Booming Food & Beverage Market in Asia Pacific!

The Asian food market looks promising with rising forecasted consumer expenditure on food and beverages from year 2004 to 2008\*. The food market in Asia has been showing good growth, driven by the large population base, growing affluence, increasing hectic lifestyles and exposure to cross-cultural influence.

With such a healthy market trend, Asia-Pacific is an important market for your future growth strategy. FoodAsia2006 is poised to serve as a platform that matches global suppliers with Asian buyers in the food and drink business.

### Projected percentage increase in Asia's Consumer Expenditure on Food and Non-Alcoholic Beverages (Year 2004 – 2008)\*



Total consumer expenditure for the above countries/regions is projected to be worth USD1087.72 billion for Year 2008.

\*Source: Euromonitor

## An Event that Embraces Quantity and Quality

- **37,012** International Trade Buyers from 98 countries/regions^
- **1 in every 3** Trade Buyers is from overseas^
- **2,718** Exhibiting Companies from 61 countries/regions^
- **36** Group Pavilions from 21 countries/regions
- **40** International Buyer Delegations
- **129** International Members of the Press^
- Occupied **60,000m<sup>2</sup>** of Singapore Expo

^These statistics on FHA2004 have been verified by PricewaterhouseCoopers, Singapore



Your ideal platform to Asia's food and hospitality industry!

Supported by:



**USDA**  
U.S. Department  
of Agriculture

## Your Ideal Platform to meet International Buyers from:

- Airlines
- Bars & Clubs
- Foodservice – Industrial / Offshore
- Foodservice – Government / Military / School / Hospital
- Convenience Stores
- Cruise Lines
- Food & Drinks Importers / Distributors
- Hotels
- Restaurants & Cafés
- Resorts & Country Clubs
- Grocery Stores
- Supermarkets / Hypermarkets
- Quick Service Restaurants

*This list is not exhaustive and serves as a guide only.*

## Profile of Exhibits @ FoodAsia2006

- Fresh Produce
- Chilled & Frozen Food
- Meat & Poultry
- Confectionery
- Snacks & Ice Cream
- Dairy Products
- Seafood
- Specialty Food
- Ingredients
- Processed Food & Convenience Food
- Drinks & Beverages

*This list is not exhaustive and serves as a guide only.*

## Space booking is on a first-come-first-serve basis

**Notice on Product Origin:** Products exhibited in the USA pavilion must be at least 50 percent of U.S. origin computed on a value or volume basis. Products labels must indicate that the products were either produced or processed in the United States. The U.S. Office of Agricultural Affairs officers have the authority to remove any non-U.S. products from an exhibitor's booth.



## The USA Pavilion Offers

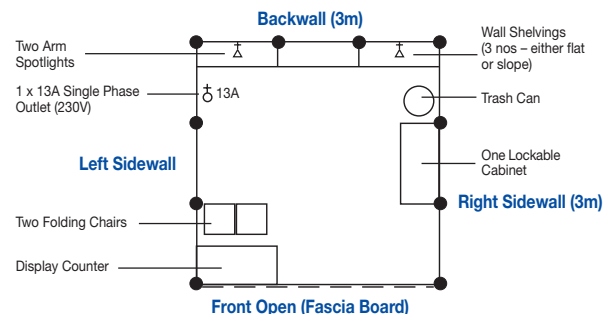
### PARTICIPATION FEE:

A Walk-On Booth is 9m<sup>2</sup> (3m x 3m). The fee for the Walk-On Package is **SGD7,235\***. A surcharge of SGD500 will apply to all corner booth locations.

### The 9m<sup>2</sup> Walk-On Booth Package includes:

- A fascia board with company's name
- Needle punch carpet
- One display counter with two folding chairs
- Three wall shelvings
- One lockable cabinet
- Two arm spotlights
- Two fluorescent tubes
- One electrical outlet, 230 volt, 13 amp, with 24 hours service
- One trash can
- Exhibitor passes (as needed, up to maximum of 5 per booth)

### A 9m<sup>2</sup> Walk-On Booth Package



- An entry in the official show directory and an entry in the USA pavilion directory
- Daily booth cleaning
- Online Business Matching Programme (BMP)

### Amenities & Services

- A meeting lounge exclusively for U.S. exhibitors
- Information counter manned by USDA staff
- A pantry area for washing of utensils
- USA Pavilion special identity

\* Cost includes the Online BMP's introductory rate of SGD350 per exhibitor.

## Extend Your Reach Beyond the Exhibition Floor

When you sign up as an exhibitor, you can *maximize* and *complement* your participation at the exhibition through the **Online Business Matching Programme (BMP)**. Online BMP is an interactive platform that showcases your products & services, generates targeted leads and channels potential buyers to you even before the start of the exhibition!

**Informative** Displays comprehensive information on your company profile, products and services

**Targeted** Generates targeted leads by matching your products and services with potential buyers even before the start of the exhibition

**Interactive** Allows you to screen enquiries, schedule meetings at the exhibition and interact with the buyers that matter to you

**Extended Marketing** Increases your exposure to international buyers, 3 months before, during and 3 months after the exhibition, tied-in with our extensive visitor promotion campaign

**Sign up early as an exhibitor to enjoy up to 6 months of dedicated online business matching at a minimal cost\*.**

**Let us transform your investment into profits!**



For more information, please reach your nearest contacts at:

### USDA Trade Show Office

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### Kallman Worldwide

Ms Ellen Demarest  
USA Pavilion Coordinator  
Tel: +1 201 251 2600 Fax: +1 201 251 2760  
Email: ellend@kallman.com

### U.S. Office of Agricultural Affairs – Singapore

American Embassy  
27 Napier Road, Singapore 258508  
Tel: +65 6476 9120 Fax: +65 6476 9517  
Email: ato\_sing@pacific.net.sg

Mr Jonathan Gressel  
Agricultural Counselor (Singapore/Malaysia)

Mr Bernard Kong  
Senior Agricultural Marketing Specialist

Ms Alice Chai  
Agricultural Marketing Specialist

# How to Apply

### STEP 1

[ ] Please reserve \_\_\_\_\_ booths within the USA Pavilion at FoodAsia2006. (each booth is 9m<sup>2</sup>)

### STEP 2

Fax this reservation form to:



### Kallman Worldwide

Ms Ellen Demarest  
4 North Street, Suite 800, Waldwick  
NJ 07463-1842, USA  
Tel: +1 201 251 2600 Fax: +1 201 251 2760  
Email: ellend@kallman.com

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Products/Services: \_\_\_\_\_

Organiser:



**Singapore Exhibition Services Pte Ltd**

47 Scotts Road, 11th Floor  
Goldbell Towers, Singapore 228233  
Tel: +65 6738 6776  
Fax: +65 6732 6776  
Email: ht@sesallworld.com

Worldwide Associate:

**oes Overseas Exhibition Services Ltd**

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